

East Hollywood Business Improvement District

BOARD OF GOVERNORS MEETING

Tuesday, January 29, 2013

Hollywood Presbyterian Medical Center - Board Room
(855 N Vermont Ave. Los Angeles, CA 90027)

MINUTES

Governors Attending: Jeff Zarrinnam, chair; Koretz, Massachi, Reuveni, Shield, Swanson, Zaman

Staff: Gubler, Shahenian

Guests: Karreno Alexanyan, Chase Bank; Christine Jerian, CD-13; Michael Milauskas, Jet Set Art Design; Carlos Rios, LADOT; Sharyn Romano, LABT; Lupe Sandoval, LA DOT; Lisa Sarno, Million Trees Initiative; Matt Szabo, CD-13 Candidate; Thalia Uribe, Million Trees LA;

I) Call to Order

Zarrinnam called the conference call meeting to order at 3:10 pm. The group members in attendance made self-introductions.

II) Board of Governors Election

The Board conducted a count of all ballots returned for the Board of Governor's election, with the top 3 candidates being appointed. The results for the top 3 are as follows:

Gail Koretz, Kaiser Permanente - 9 Votes

Edie Reuvenie, Church of Scientology – 8 Votes

Harvey Shield, Temple Knesset Israel - 8 Votes

III) Officer Elections

The Board held officer elections.

Chairman:

Motion by Zaman, seconded by Koretz to appoint Zarrinnam as the 2013 Chairman.

Motion Carried.

Vice Chairman:

Motion by Koretz, seconded by Reuvenie to appoint Massachi as Vice Chair.

Motion Carried.

Treasurer:

Motion by Swanson, seconded by Reuvenie to appoint Zaman as Treasurer.

Motion Carried.

Secretary:

Motion by Reuvenie, seconded by Zaman to appoint Koretz as Secretary.

Motion Carried.

It was noted that there are two vacancies on the Board which need to be filled following the resignation of Carmen Apelgren and end of the term for Wil Haick.

Board members volunteered to reach out to local organizations for potential Board members. Reuvenie agreed to outreach to Self-Relaization fellowship. Gubler will contact the Bulgarian Institute and Larry Worchel. Zarrinnam will outreach to the owner of the Hollywood Shopping Plaza.

IV) Approval of Minutes

Motion by Swanson, seconded by Shield to approve the January 29, 2013 Meeting Minutes.

Motion carried.

V) Approval of 2013 Planning Report

Motion by Shield, seconded by Massachi to approve the 2013 Annual Planning Report and Budget.

Motion Carried.

Motion by Massachi, seconded by Shield to place \$30,000 in reserve to cover expenses related to the Vermont Median project.

Motion carried.

Motion by Koretz, seconded by Reuvenie, to place \$19,000 in reserve to be used towards tree watering costs.

Motion carried.

VI) Cleaning Contract Update

Romano provided the Board with a cleaning update. She noted that 370 bags of trash were collected in December. LABT has been following its once a week fall maintenance schedule.

The group discussed the Vermont Ave. trees. Zarrinnam noted that there are still 4 tree wells with aggregate that needs to be removed. He also inquired about removing several remaining Pine trees.

VII) Grant Opportunity Discussion with Lisa Sarno, Executive Director for Million Trees Initiative - LA Mayor's office

Lisa Sarno Executive Director of the Million Trees Initiative discussed tree planting grant opportunities through the California Urban Forest Council and the Million Trees program. Sarno noted that East Hollywood has been selected as an outreach area to promote tree planting. The grant will be used to help educate and raise awareness on the importance of tree planting in the business community. The Million tree grant will provide for completion of the final phase of

tree plantings along Vermont Ave. and will include a 2-year watering and maintenance contract with LABT.

Additionally, the Urban Forest Council would like to hold a work shop at the Hollywood Hotel to educate businesses on the relationship between trees and building a healthy and vibrant business community. It was suggested that Sarno also reach out to the Neighborhood Council and LA City College Foundation while promoting the workshop.

Motion by Reuvenie, seconded by Massachi to approve collaboration with Million Trees LA, California Urban Forest Council and LABT and graciously accept their grant for an East Hollywood tree planting.

Motion carried.

VIII) Vermont Median Project Update

Carlos Rios of Cal Trans briefed the group on the status of the Vermont Median Project. He noted that the Bureau of street services will be finalizing cost estimates shortly. He hopes to get allocation of funds by June with construction to begin within the 2013 Fiscal year. Rios estimates that there will be a 6 month construction schedule and that notification will be sent to business at least one month prior to the beginning of construction.

Zaman requested that there be more than one month notice of construction so that the hospitals can coordinate emergency service vehicle routes.

The Board requested that Cal Trans hold a presentation with the BID Board to discuss the final plans once completed. Rios will also confirm that power conduits are included in the final plans.

IX) Reports from Public Agencies

Christine Jerian of Council District 13 discussed illegal vending signs recently ordered by her office for the EHBID. She noted that the signs are expected to arrive any time now. Swanson noted that he would like to see signs placed on along Fountain and Koretz commented that signs should also be placed on Edgemont.

X) Public Comments

Karreno Alexanyan noted that he now serves on the Los Feliz BID and hoped to increase communication between the two BIDs.

Reuvenie noted that Senior Lead Officer Lenny Davis has left the area and that his replacement will be Officer Craig Orange.

City Council District 13 candidate Matt Szabo introduced himself to the BID Board. He noted that he had secured endorsement from the Honorable Jackie Goldberg. He commented on his vision for Council District 13 and noted a focus on creating a local infrastructure bank. He hoped to one day see the

connection of the Red Line metro rail through Silver Lake and Echo Park to Dodger Stadium.

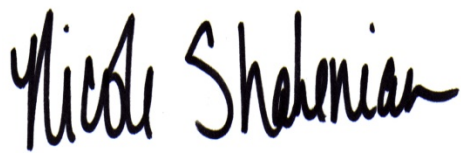
XI) Next Meeting Date

The next meeting of the EHBID was scheduled for Wednesday, February 27th at 3:00 pm at the Church of Scientology.

XII) Adjournment

The meeting was adjourned at 4:30 pm.

Respectfully Submitted,

A handwritten signature in black ink that reads "Nicole Shahanian". The signature is written in a cursive, flowing style.

Nicole Shahanian
Executive Director